

New research shows strong Canadian consumer willingness to purchase pork from gene-edited pigs

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The research was conducted by Circana in late

2025 and polled more than **5,000 pork consumers** from **eight countries**, representative across genders and ages 18 to 70.

Circana has a 90%+ accuracy rate in consumer behavior predictions.

What The Researchers Say:

- “Circana has conducted research on this topic for more than two-and-a-half years, **consistently finding** that gene-edited pork scores in the upper quintiles when consumers are introduced to the concept and its benefits, which indicates that **consumers are motivated to buy** pork from gene-edited pigs,”

~Staci Covkin, Circana Principal of Innovation, Consumer & Shopper Insights.

Top Purchase Motivator:



Canadian consumers indicate responsibly reducing antibiotics is a major motivator for purchasing pork from gene-edited pigs.

Willingness to Purchase:

91%



of consumers indicated they are open to purchasing pork from gene-edited pigs.

Familiarity With Gene Editing:

42%

of Canadians indicate they are familiar with **gene editing**. Familiarity remains low but is increasing as consumers learn about the benefits.

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